

Community Development Committee Director's Report May 2, 2022



Report Prepared By: Barbi Brewer-Watson, Samantha Rocknowski, Yorelly Villagomez, Jon Shinabarger

April 2022 ECDA Community Outreach Monthly Report

Prepared by:
Samantha Rocknowski
as of 4/21/2022



April Outreach Events

Bo\$\$ Budgeting Workshop Saturday, April 2

This workshop was the second in a series hosted by the ECDA, Still I Rise, and New York Life. It covered information about the value of life insurance and left time for discussion and questions.

ECDA 101 Thursday, April 7

This workshop provided an overview of the programs and services our office has available to residents as well as information about ongoing projects.

Citizens Advisory Board Tuesday, April 12

April's meeting was led by Barbi. She was able to provide an update to members about various ongoing programs and projects as well as led the discussion around the June community events.



April Outreach Events

2nd Ward Meeting Tuesday, April 12

This meeting was held
at the Strong
Neighborhoods - Elm
House.

United Families Monthly Event Saturday, April 23

This event brings
together several
community
organizations to offer
program information
in Spanish for our
Spanish-speaking
community members.

Community Leaders Kickball Saturday, April 23

This community event
hosted by the KPL Teen
Zone is for our local
teens to get to know our
community leaders in a
fun way. Games were
played at the Kankakee
YMCA.



April Outreach Events

U-NITY Project 5th Ward Community Engagement Event Wednesday, April 27

The U-NITY Project is a community-based violence intervention and prevention program seeking to provide opportunities for the community to positively engage.

3rd Ward Meeting Wednesday, April 27

This meeting was held at St Mark's Church.

Neighborhood Walks Initiative April 1, 8, 14, 21, and 29

The ECDA walks a neighborhood to connect with residents and share ECDA program information each Friday (weather permitting) at 2pm. Thus far we have had the Salvation Army, Aunt Martha's Clinic, United Families of Kankakee, Riverside, Amita, Duane Dean, Prairie State Legal Services, and Project Sun join us along with the Kankakee Police and some of the alderpeople!





→ 13

→ 13 A

FILM NEGATIVE



→ 14

→ 14 A

FILM NEGATIVE

FILM NEGATIVE

Neighborhood Walks Initiative

We knocked
on 615+
doors in
April !

*plus doors on 4/29



Additional Outreach

Kankakee County Chamber of Commerce Ambassador Meetings Tuesday, April 5

Samantha serves as a Chamber Ambassador where she continues her outreach goals and ECDA's mission alongside fellow Ambassadors.

Continuum of Care Meetings Thursday, April 7

The ECDA has a staff member as president of this group and is able to share City/ECDA updates.

Kankakee County Hispanic Partnership Meetings Friday, April 22

The ECDA has a staff member as a member of this organization and is able to share city/ECDA updates.



Additional Outreach

Kankakee County Community Outreach Meetings

Thursday, April 14

Professionals in communication outreach roles have been meeting together to share information and support each others' local events.

Strong Neighborhoods - Elm House Steering Committee Meetings

Tuesday, April 12

This committee has representatives from the city, KSD111, United Way, and residents of the 2nd and 6th wards. The house is at 591 S Elm St and you can stay up to date by joining the Facebook group - facebook.com/groups/elmhouse.



Media and Online Outreach

ECDA Monthly Update Email

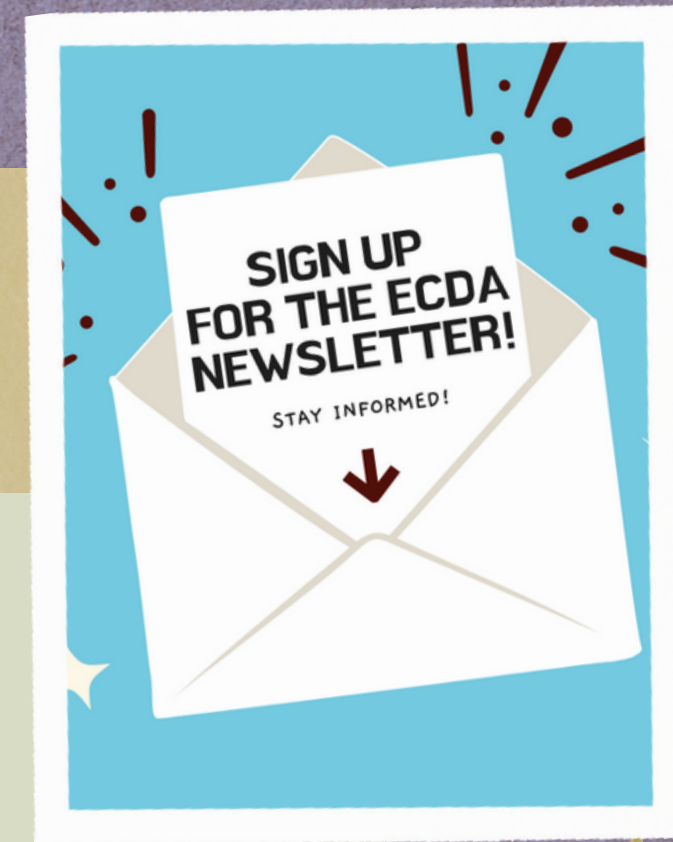
The ECDA monthly update email has a contact list of 712 subscribers. Anyone can sign up for this email list. Please share social media posts encouraging people to sign up! The direct link for the sign up form is **<http://eepurl.com/ham1yr>**.

Successfully Sent: April newsletter sent 4/8 to 691 people
Open Rate: 28.4% - 196 opened

We will be launching a Spanish newsletter in May! Subscribers will have the option to sign up to receive the newsletter in either English, Spanish, or be on both lists!

New Contacts:

15 gained from signup link on social media posts in the last month
2 gained from form embedded on ECDA homepage in the last month



Media and Online Outreach

Press/Media Numbers, Social Media and Online Engagement

ECDA-related social media posts

42 posts between March 25 and April 21

For ECDA Posts in March:

Average Facebook Reach: 768 people Engagement: 26 people

Average Instagram Reach: 156 people Engagement: 3.75 people

Average Twitter Impressions: 63 people Engagement: 2 people

Facebook Followers = 7,300 Instagram Followers = 1,848 Twitter Followers = 1,407

Website Views for March (through 24th):

New Visitors = 685 Total Page Views = 3,237 Program landing page = 554





Media and Online Outreach

3 Press Releases

3/29 - ECDA, NEW YORK LIFE, AND STILL I RISE
HOST NEXT WORKSHOP IN FINANCIAL
LITERACY SERIES

4/4- ECONOMIC AND COMMUNITY
DEVELOPMENT AGENCY TO HOST PROGRAMS
WORKSHOP

4/8 - ECDA IS LOOKING FOR QUALIFIED
CONTRACTORS, SUBCONTRACTORS, LEAD
ASSESSORS, AND LEAD CERTIFIED
CONTRACTORS TO ASSIST WITH THEIR
HOUSING REHAB AND DEMOLITION PROGRAMS



Upcoming Events

Starting a Business 101 Workshop Tuesday, May 3 ECDA Conference Room at 530pm

This workshop will have an overview the City's business services. Residents should come with their questions about operating a local business.

Bo\$\$ Budgeting III Workshop Saturday, May 7 3rd Floor Library Meeting Room at 11am

This workshop is the third in a series hosted by the ECDA, Still I Rise, and New York Life. It will cover topics such as investing, life insurance, and budgeting. There will also be time for Q&A as well as a light lunch.



Anticipated Upcoming Events



Citizen's Advisory Board
Tuesday, May 10
ECDA Conference Room at 630pm

The Citizen's Advisory Board (CAB) meets monthly.

The Citizen's Advisory Board has OPEN SEATS. If you know someone who may be interested in serving their community in this way, please share the CAB application with them! It can be found at <https://ecda.citykankakee-il.gov/cab-app.php>. Please also share the social media posts!

5th Ward Community Conversation
Wednesday, May 18
Avis Huff Gym at 6pm



Upcoming Events

United Families Workshop
Saturday, May 21
Library Auditorium from 9am to 12pm

This free workshop will be entirely in Spanish and feature information about services available to the community, job opportunities, healthcare, and more.

Kankakee Farmers Market
Saturday, May 28
8am to 12pm

The ECDA will have a table at the Kankakee Farmers Market once a month all season to share information about our programs and upcoming events!



Program Update

Kankakee wards

- 1st ward
- 2nd ward
- 3rd ward
- 4th ward
- 5th ward
- 6th ward
- 7th ward

SFRP projects

- All items

LEAD projects

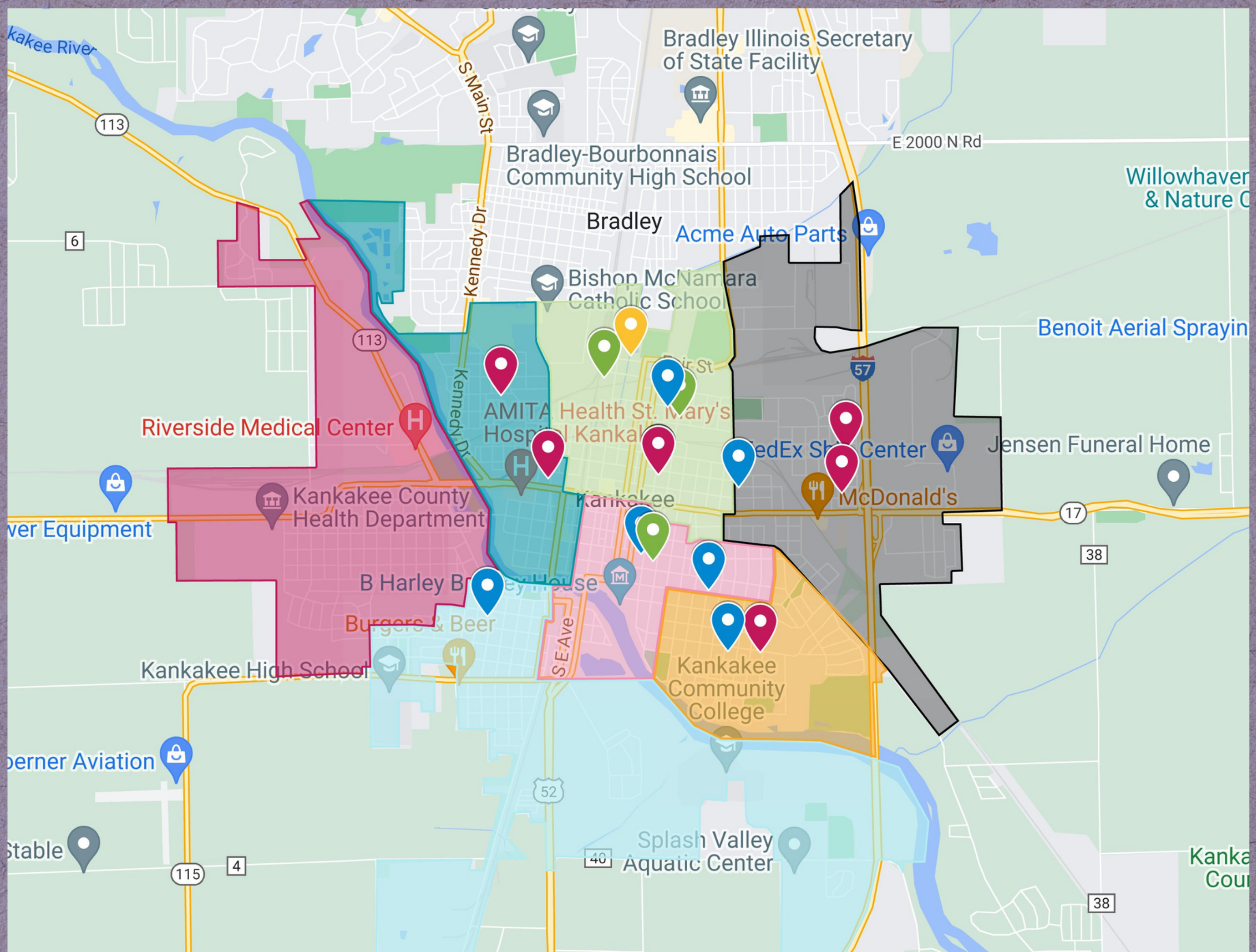
- All items

SFR & HAP

- SFR
- HAP

Demolitions

- All items



Single Family Rehab Program

- 7 applications are approved*
- 7 Projects Completed
- 0 Projects in Process
- 64 waitlist

Lead

- 12 applications approved*
- 6 Projects Completed
- 1 Projects in Process
- 133 applications since 2018

Strong Communities

- Added APP \$37,500.00
- Coordinate with LB Grant
- Budgeting for DPW activities

Single Family Rehab

- 0 applications approved
- 6 Projects Completed
- 2 Projects in Process
- 39 waitlist

Healthy Homes

- awarded \$1.4 million
- In Program Negotiation
- Waiting for Program Training
- Hiring HH Coordinator

R3 Grant

- Closing out grant in March
- Housing Study being printed

HAP

- 0 applications approved
- 2 Projects Completed
- 0 Projects in Process
- 0 applications in process

Land Bank

- Organizational Start Up
- Regular Board Meetings
- Need to spend grant \$

ARP Programs

- Accepting Applications
- 24 KARPPS
- 8 RRP
- 26 MIRA

****updated as of 4/21/2022**



Thank You